

I am an association executive, with 150 members in 13 counties. Membership is all about communication, and much of that is by fax. By joining my organization, my members have, in effect, asked me to communicate with them however it is most effective, which is often by fax. We now have to try to obtain the written permission you are requiring. This is an enormous task for our small staff, and we're not sure what happens if we can't obtain the signature, for whatever reason. Our communications will have been crippled, because if one or more fax numbers are missing, we can no longer broadcast, which is the most efficient and cost-effective means to communicate. It seems to me that joining an organization should be sufficient consent to then be solicited for member programs and events. Please reconsider eliminating the business relationship exception. Our members are all businesses.